

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

October, 1907

JANESVILLE, WIS., U. S. A.

No. 60

Why Does ^{Schwab} Lawson Succeed Where Others Fail?

"EARLY TO BED AND EARLY TO RISE,
"WORK LIKE H—— AND ADVERTISE."

Is said to be a maxim the great financier has learned, the lesson we must all learn if we would succeed.

GET WHAT YOU GO AFTER

The man who took his pail, sat down on a rock in the middle of the field, and waited for the cow to back up to be milked, was first cousin to the fellow who expected things would come his way without trying.

Work, hustle, push, plan, EXECUTE. To the man who is determined to succeed there is no such thing as dull times. He's so busy keeping things moving that he has no time to sit down and grumble. Therefore the saying of the great advertising agents N. W. Ayer & Son—"Keeping Everlastingly at it brings Success"—is a true one.

The man who is carrying around with him a concealed desire to buy a **Parker Pen** **SOMETIME**, represents a numerous family.

All he needs is proper attention from a man who has made a study of salesmanship. He knows that nothing counts for more than personally speaking to the prospective buyer in the right way. A little tap on the shoulder, the right word at the right time, have been known to do wonders.

That delicate, intuitive unseen force which we all realize exists, yet invisible and difficult to describe—the possession of which distinguishes a good salesman from one that is no good. It enables its possessor to feel and know intuitively what is taking place in his customer's mind, so he can act accordingly.

"He only is a well made man who has good determination," so says Emerson, and as true today as when coined by the great philosopher.

Get busy today with your fall order for **PARKER PENS**, Holidays are near at hand. Determine to make a record this season that will by comparison make last season's record look like a dwarf.

Yours for advancement,

Geo. S. Parker

**IT IS WHAT
MAKES
HARRIMAN**

"Know thyself," is a saying almost thousands of years old. It is a suggestion of untold mysteries and truths. The human being is a wonderful being. Men are just awakening to the fact that the "I will," or the "I am," when exercised, is the dominating power that sways nations.

It is what makes a Harriman, a Lawson, a Jas. J. Hill, or any one else who has risen to a degree of more or less note.

It has been demonstrated and proven beyond all question of doubt that the man who says "I will," and backs it up with that quality of mind that knows only persistency and determination, derives a peculiar power that seems to come only when brought forward by the exercise of will and determination.

The man who realizes that these great powers stand ready to help him, need never fail. By their aid and assistance, his business can be increased; he can be made more successful, physically, morally and mentally.

And, if you are not as prosperous as you wish, remember, "It's up to you."

No coaxing or cussing—just comfort—for those who use Parker Pens.—Litts.

**IT IS JUST AS
ESSENTIAL**

If suggestion were not "something" to be taken into account, then all advertising would be useless. When a man's body needs nourishment, the suggestion is given him to replenish the food supply by making him hungry.

In a business way, it is just as essential. The man, for instance, who puts in a stock of Parker Pens and does not use suggestion, would make little progress. Suggestion is nothing more or less than a hint, an intimation, "a tickler," calling out some thought that has been stored away in memory's vault. Therefore, the salesman who does this with the most tact, the most skill and cleverness, is the best salesman, and measured in dollars and cents, by far the most valuable.

In order to sell an article of any kind, a desire to own the article must be created in the mind of the purchaser. Favorable and agreeable impressions must be given out concerning it. When this is done, it is only a question of stimulating the desire to a degree sufficiently strong to effect a change of ownership.

"Buying cheap goods to save money is like stopping the clock to save time."—Pilcher.

**AS WE HAVE
SAID BEFORE**

Consider every person who comes into your store as a prospective Fountain Pen purchaser, unless they are already users.

Do not, however, rely upon their ALL asking for Parker Pens, for they will not do it.

"The man who took his pail, sat down on a rock in the middle of the field, and waited for the cow to back up to be milked, was first cousin to the fellow who expected to make a record selling Fountain Pens without getting next to the prospective buyer and personally introducing the subject."

Just put yourself in the other fellow's place for a moment. Suppose, for instance, you were in the store of a reputable dealer whom you respected, and patronized, and some morning you should step into his establishment and he would greet you pleasantly and remark: "Say, Mr. Van Buskirk; I have been looking over a new shipment of Parker Pens which I just got in, and I came across one that I thought would just suit your hand. So I laid it aside. I would just like to have you take the pen and use it a few days, and let me know how you like it."

Now, don't you really think you would feel secretly pleased to know you had been the object of his thought and attention? Could you do less than to take the pen on trial as suggested, learn to like it, and at the end of a few days wonder how in the dickens you had gotten along so many years without such a convenience—and buy it?

The dealer who is content to let things go as they please is about two generations behind times. Life is evolution, and some of the pleasures of life are accomplishments.

Old Maid (entering music store)—"Have you 'Kissed Me in the Moonlight?'"
Clerk—"Er—er—no. I guess it must have been the other clerk."—Ex.

PROVE IT

To demonstrate to your own satisfaction that there is a force to mind, and that you can do things better and differently than you have, make a resolve that in the next twenty-four hours you will suggest to ten different people who will enter your store that YOU have a Parker Pen in your case especially FOR HIM. Follow up the suggestion with tact. Get a pen for his hand for trial; tell him of its good qualities; intimate to him what pleasure is in store for him by making use of the pen. These things, followed up, will open your eyes. Suppose you try it—today.

Depend upon yourself, for if you wait for the other fellow to bring the business to you, you will surely be disappointed.

The man who adopts the initiative in opening up the subject of Parker Pens with a sale in mind, will sell ten pens to the salesman who simply waits for the other fellow to do so.

Life is too short to be a failure—you can't afford it—especially when you have the means at hand to make a success of it.

The man who can realize the truth of the above, and who will exercise his determination to better his condition, finds he holds within his hand the "Master Key."

A lazy, smart man is like a cog wheel with a number of the teeth broken out—neither can be depended upon.

**SLICES OF
CHEESE**

It's a pretty well demonstrated fact that you can't get something for nothing. Yet, (would you believe it?) there are men in business today who think that their business career is secure, simply because they have been "set up" in business.

You never saw a real successful business man who was not a worker, and a hard worker. Attention to details, planning, investigating, building, strengthening methods in use, originating new ones, are some of the foundations upon which a successful business structure is reared.

Is it any wonder then that the reason assigned by the great commercial agencies, Bradstreet and Dunn, each year, for the greatest number of failures is "Incompetency?"

It's not enough to simply give an order for goods and credit up the difference between cost and selling price as profit. You paid cash for the goods—what have you done for the profit?

If you think you can cut off slices of Success, or chunks of Profit, as you would cut a loaf of bread or a slice of cheese, you still have some practical ideas of business to learn. For instance, after the most careful investigation, it is believed to be a fact that only three persons out of a total of ten, who have become pen purchasers and users, did so without solicitation on the part of the dealer. Just think of it! Seventy per cent of the trade acquired by some one who has intuition and knows how to use it, and who shows by his works that he has earned his success and achievements. The thirty per cent take care of themselves, so to speak. It requires but little more ability to sell them than it would to sell a pound of coffee. But the seventy—Ah, "that's a different story."

Is your stock of Parker Pens arrayed in its most attractive shape? Have you the pens arrayed in your case so that you can easily locate a stub, a fine, a \$4.00 coarse point? Have you studied your customer so you can take advantage of the psychological moment and talk Fountain Pens to him in a way that scores?

Opportunities for selling pens are as numerous as girl graduates in June. But these opportunities are not all labeled like signs along a country road, but they do give indications and impart knowledge of their presence, to those whose perceptions are keen, and whose knowledge of human nature is such as enables them to act at the right moment.

Hard times or slow sales are to live salesmen but "hunches" to tighten the reins, use more care, more tact, and more steam.

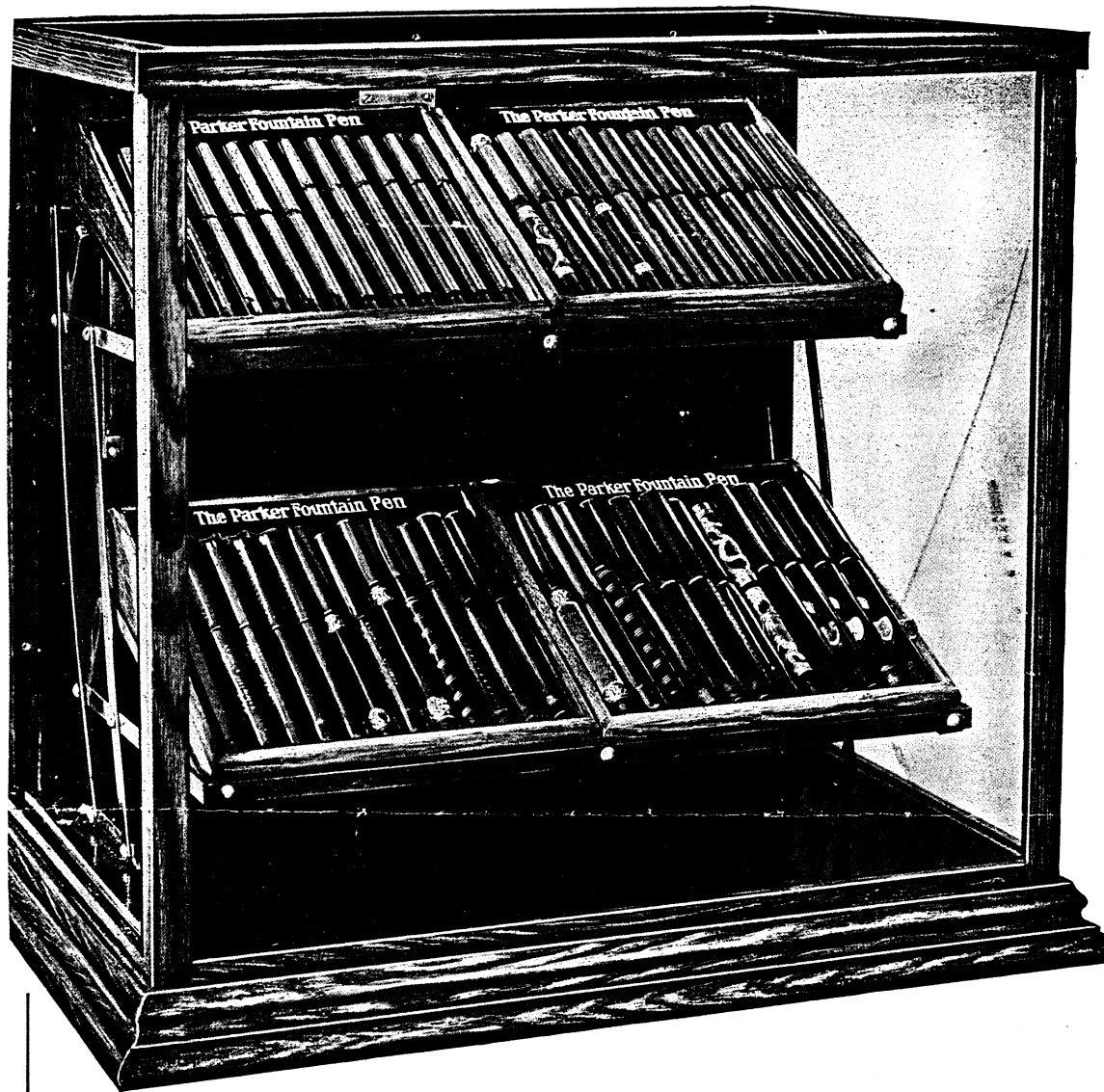
**NO CHARGE FOR
THE NOTICE**

The world is pretty nearly filled with a lot of good fellows. Once in a while, however, there is one whose sense of business honor could lose itself in a peanut shell.

**TO THE
POINT**

Our great advertising campaign brings to us thousands of inquiries for prices, catalogs, and requests for the name of a local dealer who sells Parker Pens. These requests are all complied with, and the inquirer is referred to the dealer nearest to the inquirer, and we so notify the dealer of the transaction.

PARKER CASES



One of these cases fitted with trays will be sent with your first order for one of the

4 Doz. Case Assortments
Ideal Assortment, Net \$77.28

6 Doz. Case Assortments
Gilt Edge Assortment, Net \$117.63

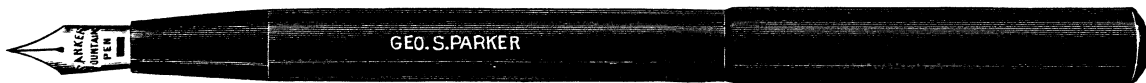
8 Doz. Case Assortments
Review Assortment, Net \$160.00

12 Dozen
Case Assortments
An AI Assortment, Net \$236.91

Parker Pens

Having a separate case in which to keep your Fountain Pens is ideal. Mixing a lot of Fountain Pens with miscellaneous goods in a stock case, gives the impression of "side line" to the prospective buyer and you know what the effect of that feeling is. These cases are really more handsome than the cut represents. To be appreciated they must be seen and used. Each case is fitted with lock and key. The mechanism is made fast to the door in the rear. When this is opened, it arranges the trays all on the same level, making it very easy of access. When the door is closed, the trays are again put in position as per cut. Try a case and see what a comfort and a trade increaser you will find it. A special proposition to pay on monthly payment.

SIGNS, HANGERS, POSTERS, IN ABUNDANCE AWAITING YOUR REQUEST.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. Black or mottled rubber or fancy chased barrel. If you prefer a pen with a screw joint, here it is. No. 018—Jointless, same size and price as No. 18.



No. 20. Price \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted. No. 020—Jointless, same size and price as No. 20.



No. 23 1/2. Chased. Price \$3.00.

This new style makes its first appearance herewith. It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



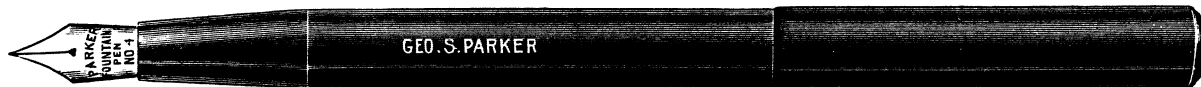
No. 20 1/2. Chased. Price \$2.50.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap. Fountain is fitted with gold pen of any elasticity and in fine, medium or stub point. Cut slightly out of proportion, as barrel is a little longer than shown.



No. 24 1/2. Chased. Price \$4.00.

Same description given as No. 20 1/2 will apply to this pen, with exception of the size. In size it is a duplicate of No. 24; two sizes larger than No. 20.



No. 24. Price \$4.00. Screw Joint.

This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head). No. 024—Jointless, same size and price as No. 24.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 23. Hexagon. Price \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. On account of shape will not roll. No complete stock should be without a few of these. No. 023—Jointless, hexagon, same size and price as No. 23.



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

Considerably larger than the ladies' size of the same number. Has the "Lucky Curve." This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 42 1/2. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.

HOW ABOUT USING A NEAT LITTLE ELECTRO ON YOUR LETTER HEAD AND ENVELOPE
WE HAVE THEM, WITHOUT CHARGE FOR YOU.

DO NOT USE BACK NUMBER TOOLS.



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 31. Price \$7.50.

No. 31 is a large size fountain covered with sterling silver. Space on name plate on which to engrave name. The richness and refined elegance represented in this pen is apparent.



No. 31. New Spiral Design. Price \$7.50.

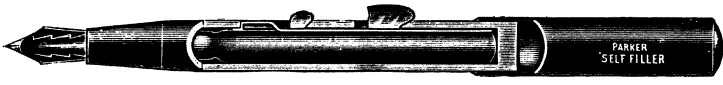
This cut shows another form of the regular No. 31 and we can furnish this pen in several patterns, filigree work, solid silver.

PARKER SELF-FILLING FOUNTAIN PENS
 LISTEN TO THE "CLICK"; WHEN IT "CLICKS" IT'S LOADED AND FILLED
 A Pronounced Success. Thousands in Use

This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked when the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the



barrel which is shown by the little triangular part that runs at right angles to the pressure bar. Then the sack can be depressed, as shown in the cut above. As soon as the pressure is removed from the rubber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown on the left.



No. 20. Self-Filler. Price \$2.50.

This is the lowest priced self-filling pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23. Self Filler. Price \$3.00.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.



No. 24. Self Filler. Price \$4.00.

This is a full size larger than the preceding number both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



No. 25. Self Filler. Price \$5.00.

This is the largest self-filling pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or stub. Specially ground pens fitted to order for particular persons.

OUR CHEAP SPECIALS These pens are cheap, but good. They are not sold as equal to the "Lucky Curve" Parker, for they are not. They are good pens for the market affords for the price.

Pearl Desk Holders
 (Not Fountain)
 We have an exceedingly handsome Desk Holder. The holder is pearl, the pen gold and the nose plated. With the pen is sent a plush box. A very pretty present for a birthday or a holiday. Price—\$10.50 doz. with fancy box.

Stylos
 There is an occasional call for a stylo. We have them for \$1.00.



NEW SPECIAL. Slip over cap. Has the appearance of a 2.50 pen. PRICE \$1.50.



SILVER DOLLAR. Upper or lower feed as desired. Supplied under the name of "Palmer Pen," if desired. PRICE \$1.

P IS FOR PARKER, THE PIONEER PEN,
 REFERABLY PURCHASED BY PRACTICAL MEN



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18k plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings are Sterling Silver.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with Gold filigree work of beautiful design. For father, brother or sweetheart, an ideal present.



No. 40. Barrel and Cap Covered with Solid 18K Gold. Price \$20.00.

For a wedding present, a birthday present, a present to some honored member of a society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably



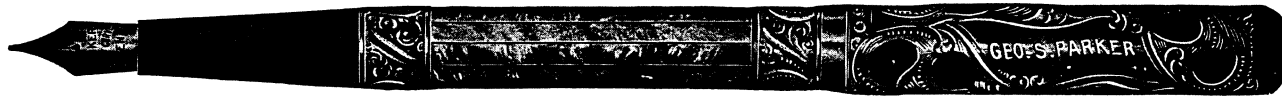
No. 37. Sterling Silver. Price \$8.00.

This odd and fantastic design is of a snake's body. The eyes are set with green stones. Certainly a unique covering for a fountain pen. Space reserved for engraving owner's name. No. 38—Gold, same pattern as above. Price \$10.00.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate, will wear many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you need have no fear of regretting selecting this style.



No. 15. Price \$7.00.

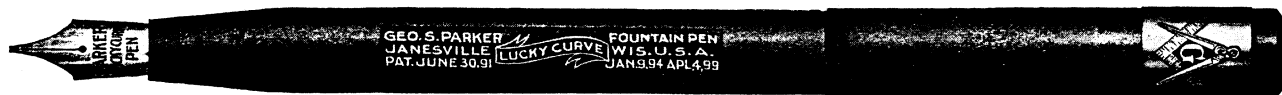
This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.

A NEW THING.



Bookkeeper's Special. No. 100. Price \$6.00.

Here is something designed especially for bookkeepers. It is a double fountain pen, one end for black ink and the other for red. The ink reservoir for the red ink is mottled red, which indicates at a glance the color of ink in that barrel. The other end of the fountain is black, which also indicates the color of ink therein. Every bookkeeper who has seen and tried this is simply delighted with it. The fountain can be disjoined, if desired, thus making two complete fountains, in which event they could be carried in the pocket in the ordinary way.



Emblem Pens.

For the first time we show this pen. We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple, U. C. T, Navy.

Y STANDS FOR YESTERDAY, WITH ITS OLD-FASHIONED RULES.
YOU ARE NOT UP-TO-DATE USING BACK NUMBER TOOLS.



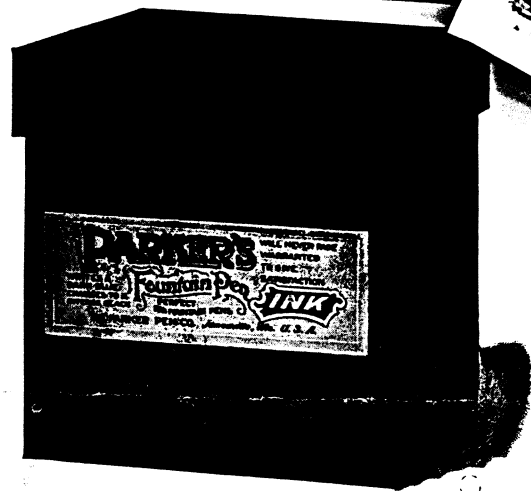
Parker Black Ink. Net Wholesale Price: 2-oz. Cones, per gross, \$2.75; 4-oz., per gross, \$4.00.



Parker's Mucilage. Net Wholesale Price: 2-oz. bottles, per gross, \$4.20; 4-oz. bottles, per gross, \$7.20; pint bottles, per doz., \$3.00; qt. bottles, per doz. \$5.00.



Parker's Red Ink. Net Wholesale Price: 2-oz. bottles, full measure, per gross, \$4.20; 4-oz. bottles, full measure, per gross, \$7.20; 1/2-pint bottles full measure, per dozen, \$3.60.



No. 1—Parker's Fountain Pen Ink. Price, 25c. Each bottle packed in pasteboard carton. A handsome package and a staple seller. Wholesale price, \$1.25 a dozen.



Parker's Writing Fluid in Quart Bottles.

Price, 75c per bottle retail. \$4.00 per dozen wholesale.

5c Size, Square Bottle.....\$4.20 per gross
10c Size, Square Bottle.....7.20 per gross

Banker's Safety Ink.

There is not a banker, lawyer or insurance man in your city of any note that would not gladly make an investment in this wonderful ink if they knew about it. The only kind of ink with which wills or any kind of important papers should be written. The only safety ink sold. Acids will not affect it. Quarts only. Speak to your lawyer or banker about it. Price, \$1.00 per quart; wholesale, \$6.00 per dozen.

Parker's Combined Writing and Copying Fluid.

Quarts, Full Measure, each.....\$0.75
Wholesale Price, per dozen.....4.50



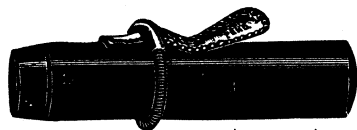
Parker's Liquid Glue. Net wholesale price: 1-oz. jar, round, large mouth, per doz., 60c; Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

JOBGING PENS

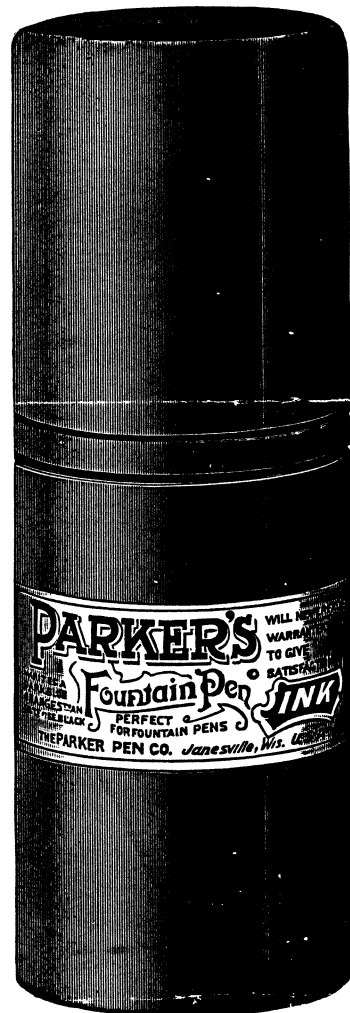
In view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader. Just the thing with which to make a run. A gross would cost you \$72.00. It is an excellent pen for the money and will give very good satisfaction. We are in a position to fill orders large or small. A very good Pen for little money. Net wholesale price per dozen.....**\$6.00**

Larger size \$8.00 per dozen or \$96.00 per gross.

HEREWITH is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band, (for soft rubber soon gets rotten and becomes worthless.) The band that holds the fastener to the pen or pencil



is a fine spring piano wire coiled over a central stand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick sellers at either 5 or 10 cents each, and cost \$1.00 per quarter gross whole-sale. Per gross, \$3.75.



No. 2—Parker's Fountain Pen Ink. Exact Size. Price, 25c.

Parker's Traveler's Fountain Pen Ink, No. 2 Package. Price, 25c. Screw Top. Wooden Case. Bottle Fitted with Patent Fountain Filler. A Great Seller. Wholesale, \$1.50 per Dozen.